

Rep Order# 9808841 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 53519

Printed: 09/13/2012 1:48 PM
Last Received: 09/13/2012 12:43 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product DSCC IE
Estimate# 1703
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1703
Flight Dates 08/29/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD LINE 24 ON CURRENT SKED. PLS
CNF

OK
JPK
9/13/12

600 39,650
- 800
38,850

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*24	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$800.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V9 1X NA								
				V9 Comment Changed, Spots/week Changed								

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 34 / \$38,850.00
Sales Totals: 34 / \$38,850.00
Station Totals: 34 / \$38,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$114,636	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPC	27%
		WKRC	33%	WLWT	24%	WSTR	2%	WXIX	9%		

Books null
Demos RA35+

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Rep Order# 9808841 Ver# 8 Status Returned
EC'd Yes

Traffic Order# 53519

Printed: 09/13/2012 10:54 AM
Last Received: 09/12/2012 11:39 AM
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--- REMARKS ---

pls see line 24 mg for this weekend
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*24	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$800.00	09/08-09/08	1	1	1	\$800.00	
		Station Remark: V8 1x dna 9/8 mg stp on 9/15 ncir										

---REPORT TOTALS---

Report Totals: 1 / \$800.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$39,650.00
Sales Totals: 35 / \$39,650.00
Station Totals: 35 / \$39,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$116,996	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPC 27%
		WKRC 33%	WLWT 24%	WSTR 2%	WXIX 9%	

Books null
Demos RA35+

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Connell II, Jim

From: jconnell@local12.com
Sent: Friday, September 07, 2012 10:25 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Democratic Senate Campaign Committee - 53519

Station: WKRC-TV

Order Information:

Order #: 53519
Order Total: \$43,350.00
Agency: Great American Media
Advertiser: Democratic Senate Campaign Committee
Product: DSCC IE
Alternate Order #: 09808841
Estimate #: 1703
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53519-24-1):

Rate: \$800.00
Air Date: Sat 09/08/12
Eligible Days: -----Sa--
Inventory Code: Sa Prime Access Rotator
Inventory Description: Sa Prime Access
Inventory Code Time: 6:57 PM-7:57 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Preempted by NSM

Spot on 9/10/12

Spot Manager: All, 08/29/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: WKRC-TV												
Order: 53519												
Line: 1												
09/10/12	Monday	1:41:41 XM	:30	\$150.00	DSOH-T	430-5a News	4:30 XM-5:00 XM	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 2												
09/06/12	Thursday	5:43:39 AM	:30	\$1,000.00	DSOH-T	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 3												
09/05/12	Wednesday	6:13:32 AM	:30	\$1,100.00	DSOH-T	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 4												
09/10/12	Monday	6:39:47 AM	:30	\$1,100.00	DSOH-T	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 5												
09/07/12	Friday	7:29:26 AM	:30	\$700.00	DSOH-T	CBS This Morning	(7:00:00 AM-7:30:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 6												
09/05/12	Wednesday	7:41:47 AM	:30	\$700.00	DSOH-T	CBS This Morning	(7:30:00 AM-8:00:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 7												
09/10/12	Monday	8:10:08 AM	:30	\$700.00	DSOH-T	CBS This Morning	(8:00:00 AM-8:30:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 8												
09/10/12	Monday	8:38:33 AM	:30	\$700.00	DSOH-T	CBS This Morning	(8:30:00 AM-9:00:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 9												
09/08/12	Saturday	7:41:47 AM	:30	\$650.00	DSOH-T	6a-8a Local 12 News St	(7:30:00 AM-8:00:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 10												
09/09/12	Sunday	9:28:57 AM	:30	\$1,600.00	DSOH-T	CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	DSCC IE	1703	P-1	1	MWASH-
											1	
Line: 11												
09/06/12	Thursday	10:40:00 AM	:30	\$550.00	DSOH-T	M-F 10a-11a	10:00 AM-11:00 AM	DSCC IE	1703	P-1	1	MWASH-
09/10/12	Monday	10:46:41 AM	:30	\$550.00	DSOH-T	M-F 10a-11a	10:00 AM-11:00 AM	DSCC IE	1703	P-1	2	MWASH-
											2	
Line: 12												
09/06/12	Thursday	12:24:40 PM	:30	\$1,800.00	DSOH-T	Local 12 News at Noon	12:00 PM-12:30 PM	DSCC IE	1703	P-1	1	MWASH-
09/07/12	Friday	12:19:42 PM	:30	\$1,800.00	DSOH-T	Local 12 News at Noon	12:00 PM-12:30 PM	DSCC IE	1703	P-1	2	MWASH-
											2	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/29/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: WKRC-TV												
Order: 53519												
Line: 13												
09/06/12	Thursday	1:29:28 PM	:30	\$950.00	DSOH-T	Bold & the Beautiful	1:30 PM-2:00 PM	DSCC IE	1703	P-1	2	MWASH
											1	
Line: 14												
09/05/12	Wednesday	3:59:26 PM	:30	\$700.00	DSOH-T	Let's Make a Deal	3:00 PM-4:00 PM	DSCC IE	1703	P-2	1	MWASH
09/10/12	Monday	3:25:49 PM	:30	\$700.00	DSOH-T	Let's Make a Deal	3:00 PM-4:00 PM	DSCC IE	1703	P-2	2	MWASH
											2	
Line: 15												
09/06/12	Thursday	4:25:09 PM	:30	\$1,600.00	DSOH-T	4p Local 12 News at Fo	4:00:00 PM-4:30:00 PM	DSCC IE	1703	P-1	1	MWASH
											1	
Line: 19												
09/07/12	Friday		:30	\$2,000.00		6p Local 12 News at Six	6:00 PM-6:30 PM	DSCC IE	1703	P-1	2	MWASH
											1	
Line: 20												
09/08/12	Saturday	6:11:44 PM	:30	\$850.00	DSOH-T	6pm Local 12 News Sat	6:00 PM-6:30 PM	DSCC IE	1703	P-2	1	MWASH
											1	
Line: 22												
09/05/12	Wednesday	7:21:09 PM	:30	\$1,600.00	DSOH-T	M-F 7p-730p	7:00 PM-7:30 PM	DSCC IE	1703	P-2	1	MWASH
											1	
Line: 25												
09/05/12	Wednesday	11:59:29 PM	:30	\$2,200.00	DSOH-T	11p M-F Local 12 News	11:00 PM-11:35 PM	DSCC IE	1703	P-2	1	MWASH
09/10/12	Monday	11:35:46 PM	:30	\$2,200.00	DSOH-T	11p M-F Local 12 News	11:00 PM-11:35 PM	DSCC IE	1703	P-2	2	MWASH
											2	
Line: 26												
09/08/12	Saturday	11:24:30 PM	:30	\$2,200.00	DSOH-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	DSCC IE	1703	P-2	1	MWASH
											1	
Line: 27												
09/08/12	Saturday	11:58:00 PM	:30	\$750.00	DSOH-T	Sat Late Fringe Rotator	11:35 PM-12:05 XM	DSCC IE	1703	P-2	1	MWASH
											1	
Line: 28												
09/08/12	Saturday	12:02:04 XM	:30	\$500.00	DSOH-T	Sat 1205a-105a	12:05 XM-1:05 XM	DSCC IE	1703	P-1	1	MWASH
											1	
Line: 29												
09/09/12	Sunday	12:18:44 XM	:30	\$750.00	DSOH-T	Sun 1135p-1205a	11:35 PM-12:05 XM	DSCC IE	1703	P-2	1	MWASH
											1	
Line: 30												
09/07/12	Friday	7:58:54 AM	:30	\$950.00	DSOH-T	CBS This Morning	7:00:00 AM-8:00:00 AM	DSCC IE	1703	P-1	1	MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/29/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: WKRC-TV												
Order: 53519												
Line: 31												
09/09/12	Sunday	2:57:17 PM	:30	\$1,600.00	DSOH-T	NFL Today	(12:00:00 PM-1:00:00	DSCC IE	1703	P-3	1	MWASH-
											1	
Line: 32												
09/10/12	Monday	3:34:03 PM	:30	\$1,000.00	DSOH-T	Bengals Post 9/10	10p-11p	DSCC IE	1703	P-4	2	MWASH-
09/10/12	Monday	3:49:47 PM	:30	\$1,000.00	DSOH-T	Bengals Post 9/10	10p-11p	DSCC IE	1703	P-4	1	MWASH-
09/10/12	Monday	3:43:19 PM	:30	\$1,000.00	DSOH-T	Bengals Post 9/10	10p-11p	DSCC IE	1703	P-4	3	MWASH-
											3	
Line: 33												
09/07/12	Friday	7:55:01 PM	:30	\$1,600.00	DSOH-T	M-F Prime Access Rota	7p-8p	DSCC IE	1703	P-2	1	MWASH-
											1	
Line: 34												
09/10/12	Monday	3:12:12 PM	:30	\$1,600.00	DSOH-T	Bengals Pre Game 9/10	6p-7p	DSCC IE	1703	P-3	1	MWASH-
											1	
											34	
											34	
											34	
											34	
											34	

[Filtered by:] [Sorted by: Station]